

AboutTown

Official Magazine of the City of Edina



AboutTown

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About Town is published quarterly by the City of Edina. The
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of news, activities and programs that are important to them.
We include articles of interest about our citizens and
community history as well.

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City Council To Hold Town Hall Meeting

The Edina City Council will hold a town hall
meeting 10 a.m. to noon Saturday, April 14.

The town hall meeting will be held in the Fireside
Room of the Edina Senior Center, 5280 Grandview
Square. Residents are encouraged to attend to share
their views about topics facing the City.

The City Council strives to hold two town hall
meetings per year. For more information, visit
www.EdinaMN.gov.

April 2012

About Town Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>1</p> <p>9 a.m.-5 p.m., Northwoods Boutique, Braemar Golf Course.</p> <p>7 p.m., Minnesota Mandolin Orchestra, Edinborough Park.</p>	<p>2</p>	<p>3</p> <p>7 p.m., City Council & HRA, Edina City Hall.</p>	<p>4</p>	<p>5</p> <p>4 p.m., Public Art Committee, Edina City Hall.</p> <p>5-8 p.m., Student Show Opening Reception, Edina Art Center.</p>	<p>6</p>	<p>7</p>
<p>8</p> <p>Easter Holiday.</p>	<p>9</p> <p>Spring classes begin at the Edina Art Center.</p>	<p>10</p> <p>7 p.m., Park Board, Edina City Hall.</p> <p>7 p.m., Heritage Preservation Board, Edina City Hall.</p>	<p>11</p> <p>7 p.m., Planning Commission, Edina City Hall.</p>	<p>12</p> <p>Noon, Bob the Beachcomber, Edinborough Park.</p> <p>7 p.m., Energy & Environment Commission, Edina City Hall.</p>	<p>13</p>	<p>14</p> <p>10 a.m., The Author's Studio, Edina Art Center.</p> <p>10 a.m.-noon, Town Hall Meeting, Edina Senior Center.</p>
<p>15</p> <p>7 p.m., Honeywell Concert Band, Edinborough Park.</p>	<p>16</p>	<p>17</p> <p>7 p.m., City Council & HRA, Edina City Hall.</p>	<p>18</p>	<p>19</p> <p>6 p.m., Transportation Commission, Edina City Hall.</p> <p>6 p.m., Edina Dialogue, Edina High School.</p>	<p>20</p>	<p>21</p>
<p>22</p> <p>7 p.m., South of the River Community Band, Edinborough Park.</p>	<p>23</p> <p>5 p.m., Volunteer Recognition Reception, Braemar Golf Course.</p>	<p>24</p> <p>7 p.m., Human Rights & Relations Commission, Edina City Hall.</p> <p>7 p.m., St. Louis Park Community Band, Edinborough Park.</p>	<p>25</p> <p>5:30 p.m., Communications Explorers Post 3411, Edina City Hall.</p> <p>7 p.m., Planning Commission, Edina City Hall.</p>	<p>26</p> <p>Noon, Brodini Comedy and Magic Act, Edinborough Park.</p> <p>4:30 p.m., Art Center Board, Edina Art Center.</p>	<p>27</p> <p>6:30 p.m., Braemar-City of Lakes Figure Skating Club Ice Show, Braemar Arena.</p>	<p>28</p> <p>9-11:30 a.m., Edina Health & Wellness Expo, Church of St. Patrick.</p> <p>10 a.m.-5 p.m., Friends of the Edina Library Used Book Sale, Edina Library.</p>
<p>29</p> <p>7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.</p>	<p>30</p> <p>10 a.m.-5 p.m., Friends of the Edina Library Used Book Sale, "Bag Sale," Edina Library.</p>					

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About Town Calendar

May 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 7 p.m., City Council & HRA, Edina City Hall.	2	3 Noon, Wonderful World of Woody, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall.	4	5
6 7 p.m., Southside Big Band, Edinborough Park.	7	8 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	9 7 p.m., Planning Commission, Edina City Hall.	10 Noon, Bob the Beachcomber, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	11 10 a.m.-8 p.m., Edina Garden Council Plant Sale, Arneson Acres Park.	12 10 a.m.-4 p.m., Edina Garden Council Plant Sale, Arneson Acres Park. 10 a.m., The Author's Studio, Edina Art Center.
13 7 p.m., Northern Winds Band, Edinborough Park.	14	15 7 p.m., City Council & HRA, Edina City Hall.	16	17 4:30 -7:30 p.m., Taste of Edina, Centennial Lakes Park. 5-8 p.m., Garden Sale Opening Reception, Edina Art Center.	8	19
20 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	21	22	23 7 p.m., Planning Commission, Edina City Hall.	24 Noon, The Bazillions, Edinborough Park. 4:30 p.m., Art Center Board, Edina Art Center.	25	26 Edina Art Center closed.
27	28 Memorial Day. City Hall and Edina Art Center closed.	29 7 p.m., Human Rights & Relations Commission, Edina City Hall.	30 5:30 p.m., Communications Explorers Post 3411, TBD.	31 Noon, AlphaBits, Edinborough Park.		

June 2012

About Town Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 10 a.m.-7 p.m., Edina Art Fair, 50th & France.	2 10 a.m.-7 p.m., Edina Art Fair, 50th & France.
3 10 a.m.-5 p.m., Edina Art Fair, 50th & France. 7 p.m., South of the River Community Band, Centennial Lakes Park.	4 7 p.m., Brooklyn Community Band, Centennial Lakes Park.	5 Noon, Jack Pearson, Centennial Lakes Park. 7 p.m., City Council & HRA, Edina City Hall.	6 7 p.m., Bend in the River Big Band, Centennial Lakes Park.	7 4 p.m., Public Art Committee, Edina City Hall. Sunset, Movie in the Park, Centennial Lakes Park.	8	9
10 11 a.m.-4 p.m., Parade of Boats, Centennial Lakes Park. 7 p.m., First John Philip Sousa Memorial Band, Centennial Lakes Park.	11 Summer classes begin at the Edina Art Center. 7 p.m., Southside Big Band, Centennial Lakes Park.	12 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	13 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Zuhrah Shrine Concert Band, Centennial Lakes Park.	14 7:30 p.m., Peterson Family Concert Benefitting Edina Historical Society, Edina Performing Arts Center. Sunset, Movie in the Park, Centennial Lakes Park.	15	16
17 7 p.m., Hopkins Westwind Concert Band, Centennial Lakes Park.	18 7 p.m., Edina Chorale, Centennial Lakes Park.	19 7 p.m., City Council & HRA, Edina City Hall.	20 5:30-7 p.m., 2012-2013 Sculptures Exhibit Opening Reception, Pinstripes. 7 p.m., Good News Big Band, Centennial Lakes Park.	21 3-7 p.m., Farmers Market, Centennial Lakes Park. 6 p.m., Transportation Commission, Edina City Hall.	22 Absentee voting begins for primary election.	23
24 7 p.m., St. Louis Park Community Band, Centennial Lakes Park.	25 7 p.m., Dance Lessons in the Park, Centennial Lakes Park.	26 7 p.m., Human Rights & Relations Commission, Edina City Hall.	27 5:30 p.m., Communications Explorers Post 3411, Edina City Hall. 7 p.m., Planning Commission, Edina City Hall.	28 4:30 p.m., Art Center Board, Edina Art Center. 5-8 p.m., Ming Chiao Opening Reception, Edina Art Center.	29	30

Spring Calendar Highlights

Other Dates To Remember

- April 5** Noon, Wonderful World of Woody, Edinborough Park.
- April 10** 7 p.m., Dolce Vita Jazz, Edinborough Park.
- April 19** Noon, Okee Dokee Brothers, Edinborough Park.
- May 17** Noon, Brodini Comedy and Magic Act, Edinborough Park.
- May 17** 6 p.m., Transportation Commission, Edina City Hall.
- June 14** 7 p.m., Energy & Environment Commission, Edina City Hall.
- June 21** Sunset, Movie in the Park, Centennial Lakes Park.
- June 28** 3-7 p.m., Farmers Market, Centennial Lakes Park.
- June 28** Sunset, Movie in the Park,

Edina Garden Council Plant Sale

- What:** This popular plant sale sponsored by the Edina Garden Council (EGC) offers flowering annuals, perennials, herbs, vegetables and hanging baskets. Great deals are the many winter-hardened perennials that EGC members bring from their gardens. The EGC is a nonprofit organization and proceeds from the plant sale are donated for Arneson Acres Park improvements, horticultural scholarships and gardening beautification projects for the community.
- When:** 10 a.m. to 8 p.m. Friday, May 11 and 10 a.m. to 4 p.m. Saturday, May 12
- Where:** Arneson Acres Park Greenhouse, 4711 W. 70th St.
- Info:** www.edinagardencouncil.org

Edina Art Fair

- What:** The 50th & France Business & Professional Association will host the 46th-annual Edina Art Fair. One of Edina’s premier summer events, the Art Fair draws tens of thousands to downtown Edina each year. Featured art will include drawing, painting, ceramics, pottery, glass, jewelry, photography, sculpture and wood. The event will also feature live entertainment and food.
- When:** 10 a.m. to 7 p.m. Friday, June 1; 10 a.m. to 7 p.m. Saturday, June 2, and 10 a.m. to 5 p.m. Sunday, June 3
- Where:** Downtown Edina, 50th Street and France Avenue
- Info:** 952-922-1524 or www.edinaartfair.com

Parade of Boats

- What:** More than 150 radio-controlled model boats powered by electricity, steam or wind will be on exhibit at the Edina Model Yacht Club’s 21st-annual Parade of Boats. The event showcases a variety of radio-controlled electric and model boats, including tugboats, sailboats, police boats, submarines, steamboats and high-speed electric racers. Additional boats will also be displayed inside the nearby Hughes Pavilion, where club members will demonstrate how model boats are built.
- When:** 11 a.m. to 4 p.m. Sunday, June 10
- Where:** Centennial Lakes Park, 7499 France Ave. S.
- Info:** www.emyc.org

A Word From The Mayor

The City of Edina is known, inter alia, for its excellent services and sound fiscal management. The very desirable position we're in as a community did not occur as a result of hope or serendipity. It's a position that was earned over several generations as past local leaders made prudent, intelligent decisions about community investment and direction. Our current Council believes its ongoing work will contribute to this tradition.

Nearly every week, the members of the Edina City Council receive requests for new programs and initiatives and take requests for new services. We recognize good ideas when we hear them, but the fact of the matter is that we can't implement them all without a thorough vetting and subsequent prioritization. This winter, the Council met to determine its priorities for the 2012-2013 biennial budget that best support our mission and vision. The following priorities were agreed upon by Council Members for 2012:

- **Support Redevelopment of Major Commercial Areas.** In 2012, we will look at parking ramp improvements at 50th & France, finalize the GrandView District study and promote it within the development community and finish discussions with Southdale Center regarding a loan for improvements there.
- **Evaluate Public Recreation Facilities/Enterprise Funds.** We will evaluate and work to resolve the future of Edinborough Park, the Edina Art Center, a proposed Sports Dome and the proposed Hornet's Nest and provide direction to staff on operational goals for the City's current recreation facilities.
- **Advance Living Streets Concept.** This year, we'll work to create what is called a Living Streets policy, evaluate the current street reconstruction special

assessment policy, explore further the use of a utility franchise fee as a method of funding a Living Streets program, resolve the future of grant funding for a pedestrian bridge on France Avenue and follow through on a grant for bicycling improvements.

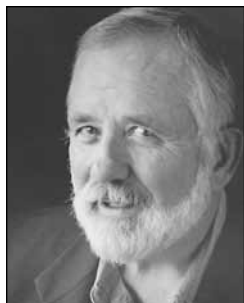
- **Encourage Neighborhood Associations.** We are working to identify neighborhood boundaries and names and formalize what support will be given to neighborhood associations and determine when neighborhood input will be sought on issues coming before the Council.
- **Improve Decision-Making Through Formalized Policies.** This year, we will work toward adoption of a policy on Parks & Recreation user fees, a policy on the naming of public facilities, unified board and commission bylaws and zoning ordinance amendments. We will complete a recodification of the City Code by the end of 2012 as well.
- **Promote Environmental and Personal Health.** We will complete and promote the Edina Emerald Energy Program, facilitate *do.town* initiatives and continue progress on Edina's Green Step Cities certification.

The Council plans to meet quarterly to review our 2012 work plan and make any necessary adjustments in order to meet our goals. By constantly reevaluating our priorities and making adjustments as necessary, we believe we'll ensure that Edina continues to advance the quality of life for its residents and remains a "preeminent place for living, learning, raising families and doing business."



James B. Hovland
Mayor

Edina's Horse Stables



By Joe Sullivan
Contributing Writer

In 1948, north Edina was filling up with suburban residences while much of the area south and west of West 54th Street was still open farmland.

It was the perfect place for Valley View Riding Stables. Open fields were fitting for a large horse operation. It was also close to affluent neighborhoods in southwest Minneapolis that were filled with families with kids who were the right age for professional riding lessons.

Valley View Stables Opened By C.E. Peterson

When it opened in 1930, with financial backing from several prominent Minneapolis businessmen, "Valley View Stables' large, indoor arena was the only permanent building in the Twin Cities for holding horse shows other than Pastime Arena in St. Louis Park and the Pavilion at the State Fair grounds in St. Paul," according to the St. Louis Park Historical Society.

Pastime Arena, a huge domed, brick stable, branched out from the horse business and into other sports, including roller skating and tennis. (I have some great memories of roller skating parties at Pastime Arena with teenage classmates from Minneapolis' Southwest High School in the late 1940s.)

C.E. "Pete" Peterson, as he was known by everyone who owned horses in the area (and some who didn't), grew up around horses on his family's farm near Peterson, Iowa. The town was named for his family, the first homesteaders to settle there.

His first job out of high school was as an on-the-road salesman. "He quickly found out that he was more suited for the career of an entrepreneur," his step-daughter



Edina Historical Society Photo

Edina's Valley View Stables was one of the last horse operations in the inner-ring suburbs when it was sold for residential lots in 1960. Its large indoor arena (center building in photo) made it one of the premier stables in the Midwest. This photo was taken by Dick Palen Studio looking northwest from Valley View Road at the intersection with Antrim Road. Note the practice harness racing track to the right of the farm buildings used by pacers, trotters and their drivers.



Margaret McMahon married “Pete” Peterson after her first husband died. The couple is pictured in their later years with one of their grandchildren.

intersection with Antrim Road, where Valley View turns west toward the present Valley View Middle and Edina High schools.

Horses had been used as draft animals on the Thompson farm. The next owners, the Rosholt family, modernized the farm and bought farm machinery before selling to Peterson a couple of years later.

A local boy named Bob Jenson grew up on the farm next door. Jenson may have lived next door, but he spent his every spare moment at Valley View Stables.

Pat McMahon Barker recalled in an interview with Marci Matson, Executive Director of the Edina Historical Society.

Peterson searched Edina for property suitable for his own stables and found the 110-acre Thompson dairy farm at 6717 Valley View Road for sale. Near the top of the long hill that rises southward from today’s Crosstown Highway, it was east of Valley View Road’s

“I was just a little kid and a real pain in the neck to everyone,” he admitted to Matson. “They chased me home quite a few times.”

Finally, Peterson offered Jenson a job walking the horses to cool them down after their training sessions. He didn’t get paid except “for the privilege of riding an old brood mare at the end of the day. I loved it,” he said.

When he reached the ripe old age of 14, Jenson was allowed to train the championship horses. Except for a three-year gap when he worked as an Edina Police Department dispatcher, he’s been training and showing horses ever since. Today, he runs his own saddlebred horse stables in Lakeville.

Valley View Became A Premier Stable

Valley View Stables began to gain horse owners’ attention. Peterson hired well-known trainers including Max Parkinson, Chat Nichols and Phil Parker. It wasn’t long before Valley View had the only indoor riding arena in the Upper Midwest.

Valley View was becoming known as a premier stable – raising, training and boarding championship, saddlebred horses. It also had a training track for harness pacers and trotters alongside the main arena, which gave rise to rumors that world-famous champion pacer Dan Patch was one of them. (More on that subject a little later.)

(continued on next page)

A Park & Rec Tour Destination For Kids

“The farm and stables were a place where kids enrolled in Edina Park & Recreation playground programs got to visit and see the horses at Valley View Stables. Some of them took their first riding lesson on a real horse,” said Ken Rosland, Edina’s former Park & Recreation Director and City Manager.

“It could never happen today, but back then, the youngsters also played horse-related games like ‘Cowboys and Indians.’ Kids (the ‘Indians’) threw tennis balls at cowboys (stable employees on horseback.) If one of the riders got hit with a tennis ball, he had to leave the game,” Rosland recalled.

Marth Family Were Homesteaders Circa 1858

Caroline Marth Swanson, granddaughter of the original Marth family settlers of Edina, wrote a letter (date unknown) to the then-Village of Edina describing the 1,300 acres of land her ancestors had claimed in 1858.

“They built a little shack on Nine Mile Creek just east of today’s pond in Braemar Park,” she said.

“The Marths’ property became a sheep ranch. The old sheep barn was just east of the present-day Braemar Golf Course,” Marth Swanson reported. “On March 3, 1917, Carl Marth, grandson of the original settlers, married a teacher who worked at the 1864 one-room Cahill School [once located at today’s 70th Street and Cahill Road],” she continued. (Cahill School was renovated and moved to its current location in Tupa Park.)

Carl Marth’s grandfather’s home was torn down in 1919 by Dewey Hill, who had purchased the property. Rosland noted, “Dewey Hill owned some property and lived out there. He apparently was giving the village so much trouble that they named the road [through the property] Dewey Hill Road because it went into his place. Dan Patch trained in the vicinity of Braemar Park. There was a race track there when he was in this area.”

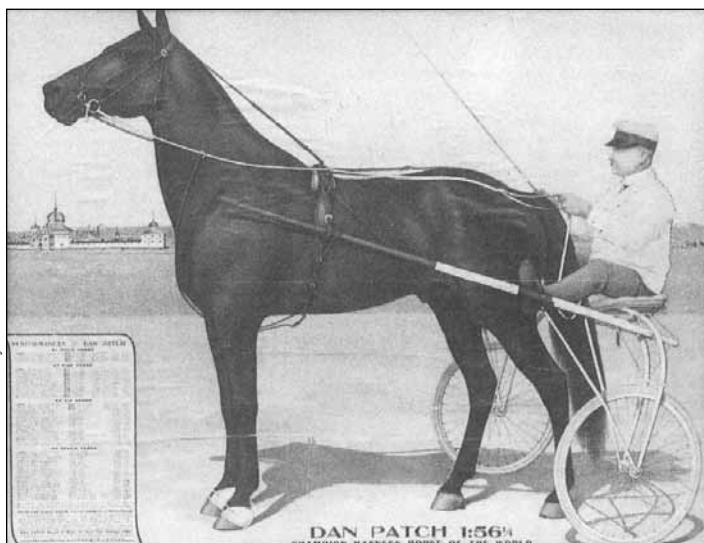
Who Was Dan Patch?

As Roger Harrold explained in his book about Braemar Golf Course, “Any native Minnesotan over 60 knows that Dan Patch was the world’s greatest harness racing horse.” Dan Patch was a pacer. (Trotters were the other breed of harness race horses.) Dan Patch broke world records at least 14 times in the early 1900s.

“When the horse wasn’t on the road, from 1902, when M.W. Savage bought him, until his death in 1916, it lived in a plush, 20-by-20-foot stall in Savage, Minn. Dan Patch never lost a race,” Harrold wrote. “Other owners eventually refused to race their horses against him, and Dan Patch spent the rest of his active career running against the clock.”

“Horse stables were common to the Braemar Park property and bridle paths were considered in early designs for the golf course,” according to Rosland. But apparently they never made it past the budget committee.

So why was Edina’s single-track railroad nicknamed for a horse? M.W. Savage, Dan Patch’s owner and head



Dan Patch, his driver and sulky (a light, two-wheeled vehicle drawn by a single horse in a harness race). Dan Patch traveled to many different racetracks around the country in his own rail car. His later challenges were limited to races with the clock because other owners no longer wanted to race with him, believing he could not be beaten. The horse and its owner, M.W. Savage, both died in 1916 within 36 hours of each other.

promoter, for whom the town of Savage, Minn. was eventually named, was approached to start a railroad and nickname it for his famous pacer. Incorporated in 1907 as the Minneapolis, St. Paul, Rochester and Dubuque Electric Traction Company, the line began service in 1908 as a passenger line running between Minneapolis and Savage's stables, where he kept his famous harness racing horse.

Realizing that his star horse was not enough to attract people to his rail line, he later began developing Antlers Park, an amusement park on nearby Lake Marion. It opened in 1910 and experienced steady growth from 1911 to 1915. In spite of becoming a freight line to stay in business, by 1916 the line was even further in debt, when M.W. Savage and Dan Patch died within 36 hours of each other. Antlers Park was sold and the rail lines were taken over in 1918 by Minneapolis, Northfield and Southern Railway (MN&S). A halt in all passenger traffic followed in 1942 and MN&S was acquired by the Soo Line Railroad in 1982. They in turn were sold to Canadian Pacific Railway in 1992.

Photos and background material came from the archives of the Edina, Savage and Dan Patch historical societies, Wikipedia and the following publications: *Edina Historical Society Newsletter*; *Braemar: Celebrating the 40-Year History of Braemar Golf Course*, by Roger Harrold; and "History of Dan Patch," in *Trot Magazine* by Nancy Huddleston.

It's Not Only Neighborly ... It's The Law

Open House Parties

The Law: 905.02 Acts Prohibited. No person having control of any residence or premises shall allow an open house party to take place at the residence or premises if any alcoholic beverage or controlled substance is possessed or consumed at the open house party by any minor.

What It Means: If a minor consumes an alcoholic beverage or controlled substance, the individual in control of the property – parent, another child, babysitter, etc. – may also be cited.

For more information, contact the Edina Police Department, 952-826-1610.

Tobacco-Free Parks

The Law: Edina City Code 1230.10. ... no person in a park shall use tobacco in any form.

What It Means: No one can smoke or chew tobacco in any City park, including walking trails and recreational facilities such as Braemar Golf Course, Fred Richards Executive Golf Course and Centennial Lakes Park.

For more information, contact Parks & Recreation Director John Keprios, 952-826-0430.

Lawn Watering

The Law: Edina City Code 1115.02, Subd. 1. Even-Numbered Addresses. All properties with an address ending with an even digit may use City water for irrigation purposes on even-numbered dates only.

Edina City Code 1115.02, Subd. 2. Odd-Numbered Addresses. All properties with an address ending with an odd digit may use City water for irrigation purposes on odd-numbered dates only.

Edina City Code 1115.02, Subd. 4. No Mid-day Watering. No property may use any water for irrigation purposes during the hours of 11 a.m. through 5 p.m. of any day.

What It Means: Water smart! In order to ensure an adequate water supply and promote water conservation, the City's Public Works Department reminds residents that Edina's odd-even sprinkling policy is in effect year-round.

Homes with even-numbered addresses may water their lawns on even-numbered dates of the week. Homes with odd-numbered addresses may water on odd-numbered dates. So, the family living at 6836 Oaklawn Ave. could water their lawn on even-numbered dates – May 2, 4, 6 and so on.

For more information, contact interim Assistant Public Works Director Dave Goergen, 952-826-0312.

City Begins Water Meter Replacements

The water meter in your home will be replaced sometime in the next year and a half.

The City uses water meters to record the amount of water each property uses so that the owner can be billed properly for water use. During the mid-1990s, the City upgraded its water meters to a system that allows the meters to be read from a vehicle on a roadway. The batteries in the radios are now failing at a very high rate.

The Public Works Department had planned to replace the batteries, but discovered that the bandwidth that the FCC appropriated for the radios will not be available for public use after Jan. 1, 2013. Also, most of the current meters contain a very small amount of lead in the meter body. Beginning in 2014, any meter containing lead cannot be installed. Given these issues, the City Council approved a complete replacement of the City's approximately 14,000 meters.

"The new water metering system will bring efficiency to meter reading and billing operation and eliminate estimated bills due to non-functioning batteries," said interim Assistant Public Works Director David Goergen, who explained that the meter-reading process currently takes about 5 to 12 business days to complete. Once the new meters are in place and functioning, the process should take just one day to complete.

An experienced meter installation contractor, Ferguson Waterworks has been hired to install all residential meters. City staff will assist Ferguson with industrial and commercial meters. Water meters are located inside homes and buildings. In most cases, they are located in the basement along the front wall of the building.

Letters will be sent to property owners, asking them to schedule appointments the week that installers are in the area. Owners will be asked to schedule appointments spanning two-hour blocks of time. Evening and weekend appointments are available upon request. Please do not try to schedule an appointment until you receive a written notice.

To install the meter, the installer will need to gain entry to your home. The water meter area must be clear and accessible. An adult must be present at the time of installation, which should take about 20 minutes to complete.

"We really appreciate the community's cooperation during this project. We recognize the inconvenience this project poses to property owners and we will do our very best to get the work done inside their homes and businesses as quickly as possible," Goergen said.

All Ferguson Waterworks employees will wear City ID badges, wear uniforms and travel in marked vehicles. Before beginning work, the Edina Police Department will complete background checks on all Ferguson employees.

There is no cost to the customer for this meter replacement, but you must have your water meter replaced to be in compliance.

The \$3.6 million project is expected to be complete by June of 2013.

For more information, call the Public Works Department, 952-826-0376.

‘Edina Sculptures: The Promenade And Grandview Square Park’

Submitted Photo



Edina Art Center and Public Art Committee Member Barbara La Valleur recently self-published the book ***Edina Sculptures: The Promenade and Grandview Square Park***.

Edina Promenade and Grandview Square Park has been compiled and published in the hardcover book. The book was the idea of Edina-based photographer and photojournalist Barbara La Valleur. La Valleur is currently serving on the Board of the Edina Art Center, a three-year position to which she was appointed in January 2011. La Valleur also serves on the Edina Public Art Committee, a committee of the Edina Art Center Board.

The subjects of the book's photographs were carefully chosen to give a representative sampling of Edina's public art. Images include pieces from both locally and nationally known sculpture artists, including eight recipients of the Edina People's Choice Awards. The book features photographs of 32 sculptures – six of which were donated to the City and are on permanent display.

The Edina Art Center is pleased to announce the publication of a new book of photographs. *Edina Sculptures: The Promenade and Grandview Square Park* is a 20-page, full-color volume of 40 photographs.

A pictorial history of public art exhibited through the years at the

In recognition of the City's record of strong support for the arts initiatives, the volume also includes a photomontage and a collage celebrating artists, Public Art Committee members, City officials and Edina residents.

Edina Sculptures is the product of more than 50 donated hours by the author. La Valleur brought to this project upwards of 45 years of experience, including 20 years in Europe as a freelance photographer for six German newspapers. La Valleur's previous book topics have ranged from hot air balloons, to drumming and drum-making, to Mallard Island on Rainy Lake near the Canadian border.

"My intention for creating the book is to have people enjoy and appreciate art and the Edina community," La Valleur said. "*Edina Sculptures* is a great coffee table book for homes and businesses."

Edina Sculptures: The Promenade and Grandview Square Park is available for purchase through the Edina Art Center, 4701 W. 64th St. The price is \$39.99 plus tax. Net proceeds from purchases will go to a fund at the Edina Art Center specifically for future projects of the Public Art Committee.

The Art Center accepts cash, check and credit cards (Visa, MasterCard and American Express) and is open 9 a.m. to 8 p.m. Monday through Thursday, 9 a.m. to 3:30 p.m. Friday, and 9 a.m. to 1 p.m. Saturday.

The book is also available for viewing and purchase at City Hall's front reception desk.

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Board Seeks Nominations For Annual Heritage Award

Can you think of a business that takes you back in time or a friend's old home that has been maintained through the years without being stripped of its original character?

The City of Edina is looking for entries in its 10th-annual Edina Heritage Award contest.

Established by the City's Heritage Preservation Board in 2003 to showcase local historic preservation activity, the Edina Heritage Award is given annually to an individual, family, company or organization that has made an outstanding contribution to the preservation, rehabilitation, restoration and use of Edina's heritage resources.

Joyce Repya, Associate Planner for the City and staff liaison to the Heritage Preservation Board, credits the award for increasing awareness about the historical significance of various Edina properties.

"The Heritage Award generates a lot of excitement about preservation in the community," she said. "It gets people thinking about Edina's past."

Any individual, company or organization is eligible for the award, including non-residents, but in order to be considered, the historic property or resource must be located in Edina. Current members of the City's Heritage Preservation Board are not eligible for the award.

The 2011 award was presented to St. Stephen's Episcopal Church for maintaining the historical integrity of the church over the years and through three major renovations. Previous award winners include Pete and Sandy Cochrane, owners of a Colonial Revival in the



Photo by Kaylin Martin

Built in 1939 and winner of the 2011 Heritage Award, St. Stephen's Episcopal Church has continued to be a shining example of historic preservation in the community.

Edina Country Club District; Robert Sauer and Robert Zoller, former owners of the Coddington House on Blake Road; Edina Morningside Community Church; Dick and Jackie Whitbeck, owners of the historic Sly Farmhouse on Brookview Avenue; the Morningside Neighborhood; owners and tenants of Edina Cinema for their iconic sign; and Brad and Arlene Forrest, owners of the Baird House, and its remodelers.


The Heritage Preservation Board will select this year's winner. The Edina City Council will present the award during National Preservation month in May. The winner will receive a commemorative plaque.

Award nominations are due 4:30 p.m. Friday, April 13. A nomination should include the address of the heritage resource; description of its preservation, rehabilitation

and restoration; and name and address of the owner. A photo should also be included.

Entries should be sent to: Edina Heritage Award, Edina City Hall, 4801 W. 50th St., Edina, MN 55424. Entries can also be emailed to Mail@EdinaMN.gov or completed online at www.EdinaMN.gov. For more information, contact Repya, 952-826-0462.


– Compiled by Kaylin Martin



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Small Area Plan Plots Future Of GrandView Neighborhood

By David Katz

In the summer of 2010, the City of Edina vacated the outmoded Public Works Facility on Eden Avenue in favor of a new headquarters on Metro Boulevard. Thanks to the dedication of City staff and area residents, what might have been an end for that 3.3-acre site actually served as the nucleus for a new beginning – not just for that one public parcel, but for the entire district.

GrandView District is a roughly crescent-shaped area between Eden and Vernon avenues. It straddles Minnesota Highway 100 and consists of 19 commercial, residential and public use parcels. In the wake of the Public Works Facility's move, the City Council formed a committee to identify problems and opportunities facing the diverse neighborhood.

"At the onset, we wanted to figure out what 'big picture changes' everyone could agree on and get behind," said Kevin Staunton, Chair of the GrandView Small Area Plan Steering Committee.

The 28-member committee drew up a list of principles to guide redevelopment decisions. Goals included increasing the economic viability of the GrandView area and incorporating natural spaces and other aesthetic changes into the neighborhood.

"We are at an advantage in that the GrandView area includes several large public plots, including the school system's parking lot, the old Public Works building, City Hall and the Senior Center," Staunton said. "Using this

public land, we can 'prime the pump,' or set the tone early on for the entire redevelopment process."

Another issue highlighted by the committee was the area's transportation situation. At present, the infrastructure is not friendly toward walkers and bicyclists, and parking spaces are few.

The City Council endorsed all seven guiding principles, prompting the formation of a Steering Committee to lead the next phase of the small area planning process.

The Metropolitan Council, the Twin Cities' regional planning agency, awarded a \$100,000 grant for the development of a small area plan for the district. "This funding comes from what is known as the Livable Communities Demonstration Act, which helps to defray planning and implementation costs for redevelopments such as this," said Chris Rofidal, Communications Director of the Steering Committee.

The second Steering Committee, like the first, is community driven; its ranks are comprised chiefly of local residents and business owners.

"All told, 58 people sit on the Steering Committee," Staunton said. "Some had participated in government committees before, but for many, this was their first insider exposure to city government."

Chief among the Steering Committee's tasks was choosing the contractors the City of Edina would work with on development of the small area plan. After soliciting

proposals, committee members narrowed down a field of 15 interested parties to just a few contractors whose skill sets and experience are ideally suited for the project.

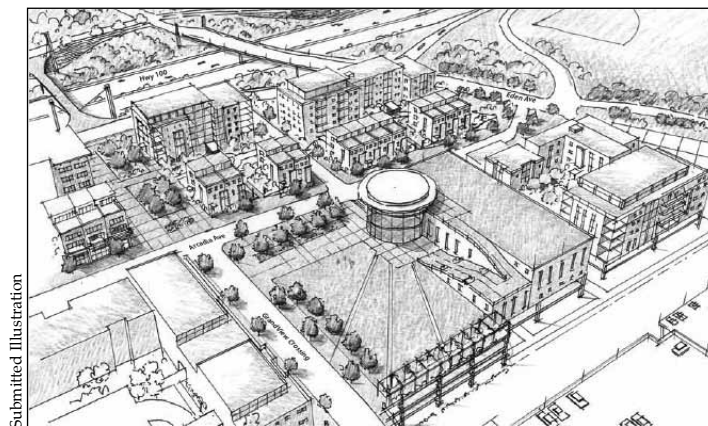
In addition to a lead contractor, transportation and finance experts were on hand to help put the guiding principles into action, including Minneapolis-based Community Design Group.

“Antonio Rossell at Community Design Group drew up a bike plan for Edina back in 2008,” Staunton said. “He knows the layout of Edina and can make GrandView more pedestrian and bike friendly – and that means more environmentally friendly.”

Various subcommittees focused on other facets of the project. By the end of 2011, Staunton estimates committee volunteers had donated more than 300 man hours to just the second phase of the GrandView project.

In January, a final draft proposal was made available to the public in anticipation of an open comment period, which ran from February through late-March. Centerpieces of the plan include construction of a new civic building on the Public Works Facility site and an interconnected network of parks and plazas tentatively named “the GrandView Green.”

In addition, the plan calls for a major overhaul of the road infrastructure. This includes the addition of a new road, GrandView Crossing, to ease congestion. Separate pathways for “pass through” and “destination” vehicular traffic are also likely.



The City of Edina already owns the parcel of land where the proposed civic center would rise. The building’s design would emphasize open spaces and green plazas.

Further, the report includes preliminary designs to utilize the Minnesota Highway 100 overpass as a “gateway zone” heralding the GrandView District as a special place. This would most likely entail the building of an iconic pedestrian and bicycle bridge.

The Edina City Council is scheduled to review and weigh in on the most recent plan draft on April 17. Pending Council approval, a third committee will be created to draw up plans for implementation.

Though much has been accomplished in a short time, the GrandView project is still a work in progress. To find out how you can get involved, and for a detailed breakdown of the current proposal, visit www.EdinaMN.gov.

Edina Community Embraces New Hindu Temple

By Emilie Kastner

A winding concrete pathway leads east from the blacktop parking lot in the front to the back of the ivory colored grandiose building, complete with tall stone pillars and high, spacious arcs. A string of multi-colored celebratory flags tied to a towering flagpole announces the entrance, which is greeted with rows of sandals, sneakers and dress shoes, and a heavy wooden door.

The concrete outside is cold to the touch on bare feet, but the beige carpeting indoors is welcoming, as is the aroma of burning incense wafting down the stairs from the sanctuary. Voluminous sound waves from a large, brass bell wake the inner ears and a melodious incantation hums in the background.

A bustling crowd of brightly dressed men, women and children scurries about in a chaotically organized fashion. Since its opening in August 2011, Sri Venkateswara (Balaji) Temple (SV Temple) has only increased in popularity and attendance.

The new Hindu temple opened its doors at 7615 Metro Blvd., in the former location of Spa Bella Casa. Built in the 1970s, the three-story building consists of 24,000 square feet of finished space, 10,000 unfinished. Since its purchase date, more than \$500,000 has been spent on renovations.

"We were looking for a centrally located place," said Temple President Madhu Reddy. "We found that the [Highway] 100 and 494 intersection is suitable and center



Photo by Emilie Kastner

Gifts of fruit and flowers are presented to the deities during puja, a ceremony showing devotion through incantations, songs and prayers.

for the whole Indian community living in this area." Reddy and his wife, Jyothsna, were instrumental in the temple's opening.

Before moving to the United States in 1981, the Reddys wanted to establish a temple in their home country.

"Most Indians think they want to do something for their own country, their own village, their own people ... but in our case, it was an opportunity for us to participate in the temple here," said Madhu Reddy, estimating there are 20,000 to 30,000 Hindus in the metro area. "Honestly, I think that India has got many temples ... This temple here is more important for Indian people ... I know spiritually

they need a place to go raise the children, to teach the customs [and] family values.”

The Reddys’ office building in Golden Valley, the original location for the temple founded in November 2009, could only accommodate about 80 people, whereas the new location offers parking for about 340. On busier nights, for celebrations and festivals, surrounding community businesses are gracious about allowing devotees to park in the neighboring lots, said Madhu Reddy.

For the highly celebrated event Diwali, an Indian holiday that follows the calendar of the Tirumala Temple in India, also known as the Festival of Lights, the temple hosted 700 to 800 people in October 2011. “For festivals, we’ll get anywhere from 700 to 1,000,” said Religious Committee Chair Vamshi Jonnalagadda. “On weekends, we get maybe 100 people a day. On weekdays, if you count, on average it’s probably around 20 to 25.” SV Temple is one of seven in the metro area. The other six are located in Brooklyn Park, Brooklyn Center, Maple Grove, Eagan and Minneapolis, where there are two.

Madhu Reddy said there are certain criteria for any temple.

“One of the most important things is to have a lake or some river to flow right in front of the temple which should be in the northeast corner,” he said. The entrance to the building also must face east, which is why the primary entrance is in the back of the building. “When we are coming, we are to look at the face of the god when we

come inside; not from the backside.” The new location in Edina meets the criteria.

“Also, we are very fortunate,” he added. “The City of Edina was very supportive of us.” The Mayor and City Council members came to the temple’s inauguration in August.

“We could not have been greeted more warmly than we were by some of the members, including Madhu Reddy and his wife,” said Edina Mayor James Hovland of his visit. “Their family has given so much to make the temple a reality for Hindus in the South Metro.”

SV Temple is dedicated to the worship of Venkateswara, also known as Balaji, who has many other names. Of the three main Hindu deities, including Brahma, the creator, and Shiva, the destroyer, the SV Temple is devoted to worshipping Vishnu, the sustainer and protector.

Vishnu has 10 main avatars, of which Venkateswara is an incarnation. The goddess Lakshmi and her eight incarnations, representing eight kinds of wealth, are also worshipped at the temple.

Two priests, Vamsi Kanduri and Murali Vedala, officiate worship ceremonies and Samskaras, traditional rites of passage. There are 41 scriptural Samskaras, but only some are modernly followed, including a baby shower; name giving; first solid food; first hair cutting; starting school; a Thread Ceremony, which is traditionally comparable to a Christian Confirmation or a Jewish Bar Mitzvah; marriage

(continued on next page)



Devotees light candles as part of Diwali, the Festival of Lights, which celebrates the goddess Lakshmi, the provider of eight types of wealth.

and a funeral, said Jonnalagadda. "Every Hindu follows Samkaras."

Devotees follow the teachings of four scriptures, Rig Veda being the most commonly followed. These scriptures have been written in Sanskrit, an official language of India used for incantations and chanting. In addition to its use as a place of worship, the temple is also an avenue for community outreach and a school.

A medical doctor who graduated from the University of Minnesota in family practice, Jyothsna Reddy has been establishing Sri Venkateswara Temple School, of which enrollment was closed on the first day of class due to

its overwhelming popularity. "We teach many Indian languages: Hindi, Telugu and Tamil," said Madhu Reddy. "We also teach music, culture, yoga and meditation."

Commonly in attendance are students from Shakopee, Richfield, Edina, Plymouth, Eagan and other surrounding suburbs. The temple also hosts monthly health care series with speakers of Indian origin who talk about a range of topics including insomnia, depression, nutrition and heart conditions.

The Reddys always intended on returning to India, but now they're heavily involved in the community. "When you come here, then you have family, children ... Then you decide to stay here; then you're stuck here," he said, laughing. "I always thought I would come here a few years and then go back. That never happened." The couple said they're free to travel back and forth, and they have a house in India should they choose to do so.

"I look forward to going back [to the temple] again with some of the Hindu residents of Edina to experience the traditions, the music, the gentle nature of the people and to try to better understand the religion and its beliefs," said Hovland, who encourages Edina residents to visit. "The temple is open to all and it is a wonderful addition to our faith community."

For more information, call 952-835-2250, email manager@svtemplemn.org or visit www.svtemplemn.org.



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Volunteers Gear Up For Edina Health & Wellness Expo

By Kaylin Martin

An 80-year-old who still lives at home wants her groceries delivered so she doesn't have to count on busy friends and family to run her errands. Another resident is concerned that her father's balance isn't what it used to be and she's scared he'll fall in the bathroom. A couple in their 50s is starting to think about downsizing their home and is interested in what options are available for people their age.

Community volunteer Janet Johnson wants all of these people to find the answers they need, so she has been involved with the Edina Health & Wellness Expo since its inception in 2006. And even though the expo has changed over the years, Johnson's enthusiasm for making the event a success has not.

Johnson, an Edina resident, noticed numerous other communities hosting health expos and felt the city in which she resided was missing out on an excellent opportunity to educate residents. After Johnson approached City staff and received their support, she had to find volunteers for the event.

As a long-time member of the Edina Federated Women's Club, she knew she had a source for committed volunteers and with their help, along with a couple of other community organizations, the expo became a reality and a valuable resource for people.

"It's an excellent event," said Johnson, who sits on the planning committee for the April 28 event. "There are so many resources that people should know about, but don't."

Formerly the Edina Senior Health Expo, the renamed Edina Health & Wellness Expo is a collaboration between the City, Edina Community Foundation, Edina Resource Center, Edina Federated Women's Club, Bloomington Public Health and private organizations such as Southdale YMCA, Welcyon Fitness and Fairview Southdale Hospital.

"People in this community are great," said Mary Lavelle, who shares co-chair responsibilities this year with her husband, Tom. "You ask them to step up and volunteer for something and they do. Organizing this event has really been a community effort."

The event, built around helping seniors maintain active and independent lifestyles, will now reach a broader audience while supplying the same valuable resources the expo has provided in the past. Participants can expect to receive the annual community directory produced by the Edina Resource Center and Edina Community Foundation, which lists a variety of health and wellness resources in the community.

"We had all these resources in the community that residents weren't aware of," said Johnson, a former consulting dietician who spent much of her career working with seniors. "We needed to let people know

the opportunities seniors could take advantage of, whether it's learning about grab bars for the bathroom, grocers who deliver [or] housing options."

Participants can also expect the same quality of vendors the expo has seen in the past, but with greater variety.

Some vendors at this year's Health & Wellness Expo will include Bloomington Public Health, *do.town*, Edina Community Foundation, Edina Federated Women's Club, Edina Fire Department, City of Edina's Health Division, Edina Public Schools – Community Education Services, Edina Resource Center, Edina Senior Center and Fairview Southdale Hospital.

Vendors will present on topics such as nutrition, senior housing options, community service opportunities and services helping seniors maintain their independence.

"It's not just for seniors, but for the younger caregivers and any adult who takes care in staying healthy," said Lavelle.

"Young, old or middle aged," said Johnson, "I think everyone will find something that will appeal to their family."

Edina Health Director Sherry Engelman has been impressed by all the community support and volunteers who have helped to make this event possible.

(continued on next page)

Edina Health & Wellness Expo

Head, Heart, & Hope: Living Longer, Living Better



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Edina Health & Wellness Expo

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live longer and live better. Visit the Edina Health & Wellness Expo for a morning of activities and interactive demonstrations from a wide variety of health and wellness experts, followed by a healthy luncheon buffet and presentation.

The luncheon will feature garden-fresh, farmers market-inspired fare and beverages and an unconventional healthcare presentation by Dr. Jon Hallberg, Medical Director of University of Minnesota Physicians Mill City Clinic, who brings healthcare topics alive through story and song.

The morning session is free and open to the public. The luncheon with speaker, from 11:30 a.m. to 1 p.m., requires \$10 advance payment and registration. Register at www.edinacommunityed.org/adult or by calling 952-848-3952. Deadline to register for the luncheon is Friday, April 20.

"It takes a lot of coordination to put together the health expo," said Engelman. "I'm happy to see so many organizations come together and put on such a beneficial event."

Johnson added that this year's event should be the best yet.

"Mary and Tom have been doing a wonderful job organizing all the participants," said Johnson. "Each year, we make [the expo] a little bit better."



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Edina City Council Greenlights Veterans Memorial At Utley Park

By David Katz

The communities of Eden Prairie and Richfield boast two of the most beautiful and iconic veterans memorials in the country. Soon, the City of Edina will join its neighbors in those esteemed ranks.

Last November, in a unanimous decision, the Edina City Council passed a resolution approving a design for the building of a veterans memorial at Utley Park and allocating funds toward the much-anticipated project. An all-volunteer committee has been researching construction options since early 2010.

The City of Edina's connection to the armed forces is rooted deep: its native sons and daughters have served in conflicts dating as far back as the Civil War and running up through the present. In recognition of this, the new veterans memorial, which will stand at the intersection of 50th Street and Wooddale Avenue, is to be dedicated to all Edina residents who have served, either abroad or domestically, at any time and in any branch of the military.

"Since the project's goal is to honor and recognize Edina's veterans, and not to celebrate war or conflict, the Veterans Memorial Committee wanted a design that evoked feelings of respect, pride and gratitude," said Parks & Recreation Director John Keprios.

The approved plan features a stone, V-shaped mall area (emblematic of "victory") leading up to a polished

granite wall graced by a bronze eagle. The wall will feature the names of all 32 Edina soldiers who have made the ultimate sacrifice in the line of duty since the City's founding.

The memorial's periphery will be no less meaningful than its focal points. Three flagpoles will be installed at the edge of the plaza so that in addition to the American and state flags, the white-on-black POW flag can also be hoisted to honor troops in captivity or missing in action.

Utley Park is well suited to host a public project of this type and scale. "While highly visible from busy streets and large enough to accommodate formal ceremonies, the site also offers serene spaces for private reflection," Keprios said. "In addition, this park already has public restrooms, a reasonable amount of shade and parking."

The City will contribute \$30,000 for design expenses, but construction cannot begin at the Utley Park site until \$400,000 – the entire cost of construction – is raised. The remainder must be collected through grants and other donations.

While the difference is no insubstantial sum, there is reason for optimism. When it comes to showing support for the troops, Edina has a track record. The first push for a memorial on the scale of the Utley Park project came in the 1940s, Keprios said. While that early plan never came to fruition, other, smaller tributes dot the City. These include Williams Park, named after an Edina soldier



This watercolor concept sketch of the memorial centerpiece shows the polished granite wall that will list the names of 32 Edina soldiers who made the ultimate sacrifice in the line of duty.

killed in World War II, and an American Legion flagpole in the corner of Utley Park.

Out of a pool of nine companies, the Veterans Memorial Committee chose landscape architecture firm Short Elliot Hendrickson Inc. to draw up the design put before and approved by the City Council.

Professional sculptor Robert Eccleston, whose past work includes the New York State Fallen Firefighter Memorial

in Albany, N.Y., and a bronze statue at the National Museum of the Marine Corps in Triangle, Va., was selected to design the sculptural centerpiece. Eccleston, himself a Veteran, has also worked on several city veteran memorials throughout the country.

Edina's veterans memorial is, of course, still very much a work in progress.

"Now that the plan has City Council approval, the Veterans Memorial Committee has officially launched its fundraising campaign," Keprios said.

Donations to the Veterans Memorial can be sent to the Edina Community Foundation, 5280 Grandview Square, Edina, MN 55436. For more information on the project, call 952-826-0367.

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City Of Edina To Flush Hydrants

To purge rust and stagnant water from the water distribution system and identify hydrants in need of maintenance, the Utilities Division of the City of Edina's Public Works Department will begin flushing hydrants in late April and will continue through the first week of May. Random hydrants are also flushed throughout the year as weather and water demand allow.

Hydrant-flushing will take place 8 a.m. to 6 p.m. Monday through Friday. In an attempt to minimize the impact on residents, hydrants will be flushed on the east side of Minnesota Highway 100 the week of April 23 and will be flushed on the west side of the highway the week of April 30.

Due to the hydrant flushing, it is inevitable that some residents will receive rust-colored water that could stain laundry, but it is safe to drink. You should check for signs of discoloration prior to washing clothes. If the water is discolored when you turn on your tap, simply run the water until it is clear. Because the water system is a "single-pressure zone," it is possible that red water problems will occur in any area of the City while flushing is occurring.

For more information regarding hydrant flushing, call the Utilities Division at 952-826-0375.



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City, 'Edina Magazine' Kick Off Ninth-Annual Photo Contest



Submitted Photo

"Happy Customers," by Rebecca Schmoll, was voted "Best in Show" in the 2011 photo contest.

When your finger presses the shutter button on a camera, you are not just taking a picture. You are capturing a moment in time and creating a memory.

The City of Edina wants you to submit the memories you captured in Edina over the past year to the ninth-annual "Images of Edina" photo contest, sponsored by the City's Communications & Technology Services Department. For the second year, *Edina Magazine* is a co-sponsor, allowing entrants to submit photos online through www.edinamag.com.

"Last year's photo contest was a success," said Laura Haraldson, Managing Editor at Tiger Oak Publications, publisher of *Edina Magazine*. "The 2011 contest received

60 percent more entries than the 2010 contest. I think that increase can be attributed to the ease of submitting photos online."

The contest is free to enter and open to both amateur and professional photographers who live, work or go to school in Edina.

Category winners, "Best in Show" winner and "Readers' Choice" winner will receive gift certificates to National Camera Exchange. Winners will also receive plaques, be recognized at a City Council meeting and have their work displayed for up to two years at Edina City Hall. Photos may also be published in issues of *Edina Magazine* or City of Edina publications, such as *About Town*.

Photos can be submitted online between April 2 and June 15 at www.edinamag.com. Readers can vote for their favorite photos from July 1 to July 15.

'Images of Edina' Photo Contest Rules

Photos must have been taken in Edina, and should be entered in one of five categories representing the City's vision statement:

- Living: People
- Living: Plants/Wildlife
- Learning
- Raising Families
- Doing Business

Photographers may submit up to five photographs with a maximum of one per category.

Only photos taken between June 18, 2011, and June 15, 2012, are eligible.

2011 “Images of Edina” Photo Contest Winners:

- “The Final Step,” by Matthew Casey, winner of the Living: People category.
- “Courting Canada Geese on Minnehaha Creek,” by Martin Freeman, winner of the Living: Plants/ Wildlife category.
- “Planting Spring,” by Rebecca Schmoll, winner of the Learning category.
- “Chain Link Chomper,” by Lindsay Koch, winner of the Raising Families category.
- “Happy Customers,” by Rebecca Schmoll, winner of the Doing Business category and Best in Show winner.
- “Red Fox in Pamela Park,” by Britt Rogers, winner of the Readers’ Choice category.



OUR COMMUNITY/OUR MAGAZINE
edina

All submissions must be the original work of the submitting photographer.

All photo entries become the property of the City and *Edina Magazine*.

For a complete list of official rules, contest criteria and to submit your photos, visit www.EdinaMN.gov or www.edinamag.com.

By submitting one or more photos, you agree to the terms of the City’s Submitted Photo & Original Artwork Policy found online at www.EdinaMN.gov.

For more information, visit www.EdinaMN.gov or contact Communications Coordinator Jordan Gilgenbach at 952-826-0396.

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City Hires Manager For Edinborough, Aquatic Center

By Emilie Kastner

Glimpses of yellow light illuminate the dog's fluffy golden hair as the sun begins to peak over the horizon. Exhales turn to steam in the crisp, cool air as dog and owner set the course for an early morning jog. It's a typical day for Susan Faus and four-legged running partner Henry, a golden retriever. For Faus, being active is more than a hobby; it's a way of life.

On Feb. 13, Faus began to chart a new path. She began a new position at the City of Edina as Senior Recreation Facility Manager, where she oversees operations at Edinborough Park and the Edina Aquatic Center.

"I wanted to work for the City of Edina because of its impressive reputation," said Faus. "There are tremendous opportunities for growth at both Edinborough Park and the Edina Aquatic Center. With the addition of the Flowrider, we are able to offer a completely new experience for our community to enjoy and I am thrilled to be a part of it."

A long-time YMCA veteran, her more-than-11-year career with the Lexington, Ky., and Greater Twin Cities YMCA branches led her to be promoted five times and hold director positions in fitness, operations and sales within that organization. Her most recent position prior to working at the City was District Membership Sales Director at the Greater Twin Cities YMCA.

"Her leadership skills were what made us feel that she was a tremendous fit," said City of Edina Assistant

Parks & Recreation Director Ann Kattreh. "She has proven experience in sales, marketing, operations, aquatics and staff leadership and training; she's very well rounded."

Edinborough Park's operating expense budget for 2013 is \$1.6 million and the enclosed one-acre park employs seven full-time staff members. With more than 6,000 plants, trees and flowers, it features a junior-Olympic sized swimming pool, a running track and fitness area, a huge indoor playground, a multi-purpose room and play area and a new concessions stand. Edinborough Park also contains a 250-seat Greek-style amphitheater that holds free cultural arts programs in the areas of music, dance, theater and visual arts.

The Edina Aquatic Center employs 50 to 60 part-time seasonal employees. The establishment features an Olympic-sized pool with a zero-depth entry, two diving boards, lap-swimming lanes, a waterslide tower with a 207-foot body slide and a 300-foot inner tube slide, a



Photo by Michael Braun

Susan Faus began her new position as Senior Recreation Facility Manager Feb. 13.

cable ride, zero-depth children's area, a dry playground area, a tire swing, fountains and other water-in-motion amenities. The recreation enterprise makes a profit each year.

Aside from managing the overall operations of these two facilities, Faus' responsibilities include creating a business plan for and overseeing the construction and installation of the new Flowrider, the anticipated surf-simulator scheduled to open June 9 at the Edina Aquatic Center.

The new manager is also charged with the hiring and training of staff and is helping to efficiently integrate concessions and guest service operations at the facilities. She is working to update the technology for point-of-sale and season-pass sales at the Edina Aquatic Center and implement food packages for birthday parties at Edinborough Park.

"I'm excited about this position and the opportunity to share staff, technology and resources between Edinborough Park and the Edina Aquatic Center," said Kattreh, former manager of Edinborough Park.

She noted that concessions and guest services are especially benefitting from having the same facility manager. Kattreh is working with Faus and other facility managers to explore vendors, save money and partner in concessions operations, while seeking to provide healthier options at all the concessions stands.

Staff has been testing options for birthday party packages and looking into adding more party space at

Edinborough Park. "She will be a great help to promote concessions for birthday parties with her sales and marketing background," said Edinborough Park Birthday Party Coordinator Angie Lindholm, who has worked there 11 years.

Throughout high school and college, Faus enjoyed playing sports. Her basketball team won North Dakota State University's first-ever national title as Division II champions.

"I had always wanted to work in the fitness and recreation industry and just happened to get a great opportunity with the Y in a full-time Fitness Director position," said Faus. "What drew me in is that I liked what it provided for the community and the chance to work with people." Faus holds a bachelor's degree in corporate and community fitness from North Dakota State University and a master's degree in sport management from the University of Kentucky.

Before moving to the Twin Cities in 2006 to work at the Greater St. Paul YMCA – now Greater Twin Cities YMCA – Faus had previously been employed at the YMCA in Lexington, Ky., as Fitness Director and Fitness & Membership Director.

"She was really dedicated to my development and growth at the Y," said Nicole Aurelius, Senior Sales Advisor at the Shoreview YMCA, who worked under Faus for three years. "She is very dedicated; a hard worker; a bottom-line type person. She is good at what

(continued on next page)

she does; she excels and expects everyone else to do the same."

Aurelius was promoted twice while working under Faus and was nominated as a star performer. "She works to develop her employees and believes that the better her employees are, the better she is," said Aurelius. "When she sees qualities in someone, she'll push them to develop those and continue to achieve at a higher level. She's a great leader."

Faus is most proud of her career progression through different positions at the YMCA, leading sales teams and initiatives successfully, and said she had a great final year there.

"I'm sad that she's gone," said Aurelius. "The Y will really miss her and the City of Edina is lucky to have her. She'll do a great job."

In addition to running with her dog, Henry, Faus also enjoys kayaking, cycling and many other outdoor activities. She also has another dog, a boxer, named Champ. She cherishes time spent with family and with her nose in a good book.

"Everyone I've talked with has said that the people are great to work with – like a family – and that's something that I'm excited to be a part of," Faus said.

For more information about Edinborough Park, 7700 York Ave. S., call 952-833-9540. For more information about the Flowrider or the Edina Aquatic Center, 4300 W. 66th St., call 952-833-9542 during the off-season or 612-928-4590 in-season.

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Southdale Center Gets A Facelift

By Jordan Gilgenbach

Allison West grew up and still lives near Southdale Center in Edina. However, the mall hasn't been her first choice for shopping with her two kids.

"I like to go to Eden Prairie and Ridgedale more with my kids because of the play places," West said. "I've been shopping at Southdale since I was a kid, so I am looking forward to the new changes."

Kelly Sprague of Edina likes to shop, too. But keeping her four children entertained at the same time can be a major undertaking. A few times a month, she loads the car with her four kids, drives to Eden Prairie Center, shops and lets her kids play in the play area.

"Whenever I talk with someone [at Eden Prairie Center's play area], they are always from Richfield, Edina and Bloomington and take their kids there because of the play place," Sprague said. "Once Southdale's play place opens, I think it will be packed all the time."

Traci Morelli of Hopkins shares Sprague's and West's sentiments.

"I am very excited about the new amenities at the mall," Morelli said. "I come to Southdale every once in a while, but with a play area, I would consider it more often."

A new children's play area is one of several changes coming to Edina's historic shopping center where



Submitted Illustration

The new mall entrance between J.C. Penney and Macy's features a covered entrance, sliding doors and a children's play area.

construction is well under way. The nation's first fully enclosed shopping mall is being renovated to better serve its patrons and tenants. Construction began in January and is expected to be completed in November.

Indianapolis-based Simon Property Group Inc. owns the mall. "Simon Properties considers Southdale a 'transformational property,' which means the mall is important to them," said Laurie Van Dalen, Manager of Southdale Center.

"[Southdale] is the largest single piece of retail property in our city," said Edina Mayor James B. Hovland. "We can't afford to have the most important part of our town and Southdale district slip into disarray."

Among the changes to the mall, the corridor leading to J.C. Penney's first floor will be moved from between Ann Taylor and the space formerly occupied by Abercrombie & Fitch to between Ann Taylor and Victoria's Secret, giving a direct line to the center court. In addition, a new mall entrance will be constructed between J.C. Penney and Macy's. It will have a covered entrance, indoor/outdoor children's play area and sliding doors.

"I already go to Southdale often. When the play place opens, I might be there every day," Sprague joked.

One of the most notable changes to the mall will be the food court, which will move from the third floor to the second floor near J.C. Penney. Hungry shoppers will notice a new floor-to-ceiling look with skylights, allowing for additional food vendors, seating and restrooms.

"I'm excited to see the new options in the food court," West said. "That plus the play area will make the mall much more appealing."

"We are over 90 percent booked in the new food court," Van Dalen said. "You will definitely notice some new names." She said in addition to fast-food options found at most malls, Southdale is adding "fast-casual" dining options. Examples of fast-casual restaurants are Chipotle Mexican Grill, Noodles & Company and Smashburger.

The addition of another department store at the local shopping mall has helped spur the additional renovations. Herberger's, which opened Nov. 9, 2011, occupies 135,000

square feet and boasts the largest shoe department of all Herberger's stores. It filled a space that had been vacant since 2004, when Mervyn's California closed.

"I think it's safe to say Herberger's has brought an increase in mall traffic," Van Dalen said. "Many existing tenants are excited to see [Herberger's] come to the mall."

"Herberger's renovating the old Mervyn's space was a terrific thing for Southdale and good for Edina," Hovland said. "I am very excited about the rest of the new changes to come to Southdale."

While there are many changes happening at the historic mall, Van Dalen assured its history will be preserved.

"The clock and brass sculptures will be kept in the center court," Van Dalen said. "The mall's overall architecture will also be kept."

Van Dalen is no stranger to renovating malls. This is the sixth mall renovation she has overseen. Before starting at Southdale Center in August 2010, Van Dalen was able to secure \$5 million in major exterior improvements to the Maplewood Mall at no cost to Simon Property Group.

"It takes a huge effort and lots of teamwork to make a mall remodel happen," she said. "I take from my past experiences with other malls and build on it, always taking into account what the community expects of the mall after it's remodeled."

(continued on next page)



An artist rendering of Southdale Center's new food court, which includes many new dining options, will be completed in November.

She said renovating any mall, specifically Southdale, is a positive move forward.

"It is important to renovate Southdale so it can attract new and better stores," Van Dalen said. "The stores in turn attract shoppers and the community back to the center, making it a place where people want to gather again."

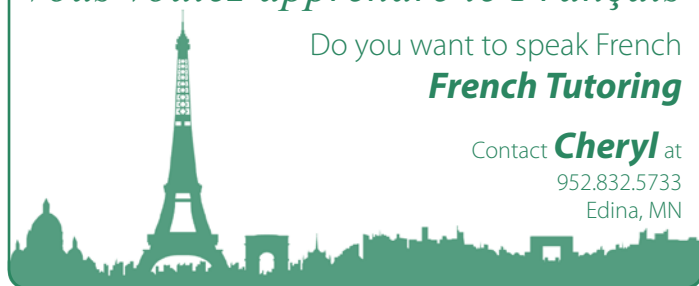
The estimated cost of the renovation is \$15 million.

"This mall is not only important locally, but also regionally," Hovland said. "Providing assistance will help make Southdale the preeminent shopping destination again and allows it to compete effectively with other local and regional malls."

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Local Philanthropy Benefits Parks & Recreation Facilities And Activities

If you notice new trees and benches at Edina parks this winter, landscaping outside City Hall this spring or air conditioning at the Grange Hall this summer, you have the generosity of Edina area donors to thank. In 2011, the City of Edina’s Parks & Recreation Department received more than \$80,000 from local businesses, residents and other philanthropic sources.

“The outpouring from residents, businesses, clubs and civic organizations last year was amazing,” said John Keprios, Parks & Recreation Director. “In some way, shape or form, their philanthropy benefits all Edina residents.”

The uses for these funds are almost as diverse as the sources from which they came. “Some donations help financially disadvantaged families register their children in Parks & Rec programs and use the Edina Aquatic Center during the summer months,” Keprios said. Other endowments are set aside for acquiring new or refurbishing existing park amenities, including benches, drinking fountains and picnic tables.

Donations are also crucial to the success of annual events, including those coordinated by the Edina Art Center.

“For instance, it’s thanks to generous donations that the Edina Film Festival had such a successful first year,” noted Michael Frey, interim Art Center Director. Financial gifts also support workshops, The Author’s Studio series and children’s programming.

“These gifts to the community, from the community, contribute to the uncommonly high quality of life that makes Edina such a special place to live,” Keprios said.

Those who made donations of \$300 or more to the Edina Parks & Recreation Department in 2011 were:

<u>Given From/Though</u>	<u>For</u>
Kristine & Andrew Mullman	Courtney Fields bench, in memory of Dale Nelson
Linda & Dave Mona	Edina Art Center Robin Hopper Workshop
Edina Community Foundation	Edina Film Festival from Parmater Productions
Zibby Nunn	York Park Tree Plantings

\$500 or more:

Andy & Michele Herring	Grant from Herring Family Fund of the Minneapolis Foundation
Edina Community Foundation	Edina Film Festival from Blue Plate Restaurant Co.
Carol Urness	Edina Art Center
Edina Community Foundation	Peggy Kelly Memorial Fund Grant for EAC May Celebration
Fairview Health Services	1000 Foundation Sponsorship

Fairview Health Services	Southdale Sponsorship	Skagerberg Family Trust	Edina Art Center, in memory of Donna Skagerberg
John Davis	Rosland Park Tree Plantings	Spicola Family Foundation	Buckthorn Removal & Park Tree Plantings
Kiwanis Golden K Club of Edina	Utle Park Veterans Memorial	\$5,000 or more:	
Michael F. Kelly	Edina Art Center	Edina Historical Society	Air Conditioners for Grange Hall, Cahill School
Mintahoe Inc.	Edina Art Center		
Suzanne Selig	Edina Art Center	Edina Lions Club	Courtney Fields Ticket Booths
\$1,000 or more:		Margie Brant	York Park Landscaping and Tree Plantings
Edina Community Foundation	Edina Film Festival from 5000 France Company, Decori Designs Inc., National Financial Services, LLC, Silver Cinemas Acquisition Co., Tradition Companies and Wells Fargo Bank, N.A.	\$10,000 or more:	
		Edina Community Foundation	Fairview Southdale Hospital Fourth of July Fireworks Display
		Kevin Komadina	Edina Art Center
		Raymond O’Connell (c/o Schwab Charitable Fund)	Braemar Golf Course
Edina Chamber of Commerce	City Hall Grounds Landscaping, Tree Plantings	For more information or to make a donation to the Parks & Recreation Department, visit www.EdinaParks.com or call 952-826-0367.	
Edina Community Foundation	Bicycle Mosaics on The Promenade	– Compiled by David Katz	
Kopp Family Foundation	Braemar Golf Course		
Northmarq Real Estate Services	Edina Art Center		

Joel Moore Named Officer Of The Year

By Kaylin Martin

Young boys across the country dream of growing up to become police officers and professional baseball players. Edina Police Officer Joel Moore was one of the few whose reality included both catching criminals and throwing curve balls.

Recipient of the 2012 Mike Siitari Officer of the Year Award, Moore has always had an interest in law enforcement, but it wasn't his first career.

Following his junior year of studying engineering at Bradley University in Peoria, Ill., Moore was selected as a third-round draft pick to play for the Colorado Rockies. After six years pitching for the Rockies minor league division, a shoulder injury halted his dreams of having a long career in professional baseball.

After being out of college for six years and away from engineering, Moore decided to pursue another career altogether. His uncle and best friend were police officers. He said law enforcement is a career he's been around all of his life and has always admired.

Moore moved to Minnesota in 2001 and shortly after was hired by the Edina Police Department. He finished his bachelor's degree from Bemidji State University through correspondence while assigned to the patrol division. In 2009, Moore served two years as a Commercial Crime Officer in the Southdale Corridor, where he made 411 arrests.



Photo by Michael Braun

Officer Joel Moore is the first to receive the Mike Siitari Officer of the Year Award.

"I knew working in law enforcement was something I always wanted to do, but I originally had chosen a different path," said Moore, who is back on the patrol division currently working the night shift. "It's easy to say I've enjoyed my 10 years working here so far."

The Edina Crime Prevention Fund selected Moore to receive the Mike Siitari Officer of the Year Award due to his hard work, drive and passion for law enforcement.

A letter written to the Crime Fund nominating Moore for the award stated: "Officer Moore has made it his mission to arrest and aid in the prosecution of those who would jeopardize public safety by preying on the public and retail establishments ... I can think of no officer more deserving than Officer Joel Moore for the Mike Siitari Officer of the Year Award."

Moore received the recognition at a City Council meeting in February, surrounded by his fellow officers, friends and family members. Moore, who said he is quite humbled by the acknowledgement, is the first officer to receive the award.

"... working for the government, we don't have a whole lot of ways to reward our employees other than a paycheck," said Edina Police Chief Jeff Long. "This is just another way to show the officers that we appreciate the hard work they do, the extra mile they go and the things they do day in and day out that most people don't know about."

Named after Mike Siitari who served as Police Chief from 1999 to 2009 during his 31-year tenure with the Edina Police Department, the Crime Fund's Mike Siitari Officer of the Year Award recognizes an Edina Police Officer who has gone above and beyond the call of duty.

Member of the Crime Fund and Mayor of Edina from 1999 to 2005, Dennis Maetzold said the Crime Fund exists to support the Police Department and its men and women.

"Public employees in general do a wonderful job for all of our communities throughout the country, and they should be recognized," said Maetzold. "Public safety personnel should receive special recognition because they put their lives on the line every day. I'm hopeful this award will show the officers that we support and respect what they do every day."

For more information on the Officer of the Year Award, contact the Edina Police Department at 952-826-1610. Nominations for the 2013 award can be made later this year by writing to the Edina Crime Prevention Fund, Re: Officer of the Year, 4801 W. 50th St., Edina, MN 55424.



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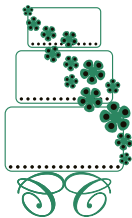
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Business Notes

Rotary Club Of Edina Awards Nearly \$23,000 In Grants

Two Minneapolis schools and three initiatives providing education and infrastructure improvements to impoverished communities abroad are among the most recent recipients of grant donations from the Rotary Club of Edina. In total, the Rotary Club has donated nearly \$23,000 to worthy causes in the past several months.

That philanthropy includes \$5,000 for Rotary District 5950's "Safe Water Plus" project, which provides water and plumbing to rural communities in Malawi, and more than \$4,400 to the Center for Vocational Building Technology to build dry composting toilets and provide tools for villages in Cambodia and Thailand. Global Team for Local Initiatives received an additional \$4,000 for the education of underprivileged children in Ethiopia. Closer to home, the Rotary donated \$1,350 to The West Bank School of Music for a digital piano and other equipment and \$400 to Richard Green Central Park School for much-needed athletic equipment.

Additional beneficiaries include the City of Edina, which received \$380 to purchase media equipment for Edina Community Channel 16, and Cornerstone Advocacy Services, a Bloomington-based nonprofit dedicated to preventing domestic abuse, which received more than \$3,800 toward programming expenses.

With additional Club contributions, the Rotary Club of Edina will award more than \$90,000 in grants to local community and international service organizations in fiscal year 2011-2012.

For more information about Rotary Club of Edina community service grants, contact Community Grants Director Grant Robinson at grobinson@focusfinancial.com or 952-548-8101. For more information about international service grants, contact International Service Director San Asato at SAsato@comcast.net or 612-209-8342.

Fashion Resale Outlet Opens In Yorktown Mall

Uptown Cheapskate, an innovative fashion boutique, recently made its first foray into the Midwest with a new outlet in Edina's Yorktown Shopping Mall. The chain, which caters to teens and young adults, set up shop at its 3515 Hazelton Road location in January.

What sets Uptown Cheapskate apart from other fashion retailers in the vicinity is not so much the styles it sells as the clothes themselves. The store is an exchange and resale shop specializing in gently used apparel.

"Resale is a great concept in any economy," said Maribeth Vanderbeck, owner and manager of the Edina location. "People love to save money on clothes in a good economy – and even more so in a bad one. At Uptown Cheapskate, our shoppers can find their favorite brands without having to pay high mall prices."

Uptown Cheapskate pays customers cash on the spot, or the value of trade-ins plus 25 percent in store credit, for unwanted clothes and shoes, and then resells them at highly discounted prices.

In addition to carrying hundreds of recycled items, Uptown Cheapskate also stocks many new products, including jewelry and assorted clothing items.

For more information on the Uptown Cheapskate store concept, visit www.uptowncheapskate.com. Follow happenings at the Yorktown Shopping Mall location on Facebook or call 612-221-2600 with questions.

Bavia Unveils Bed Rest Services For Expectant Mothers

Bavia, an Edina company that specializes in maternity care and postnatal services, recently unveiled its newest line of services.

Bed Rest Services, which include “Bedicure,” a pedicure and foot massage; “Momicure,” a manicure; prenatal body therapy; and scalp, neck and shoulder massage, are now among the company’s services for expectant mothers – and fathers.

Founded in 2008 by Edina resident Rachel Swardson, “Bavia,” the Hindi word meaning “inner beauty,” was formerly known as Go Home Gorgeous. The company aims to help new mothers heal faster, nurse more confidently and sleep better during their short hospital stay. Its flagship location is Fairview Southdale Hospital but is also available in 14 metro area hospitals and one New Jersey hospital.

“There is simply nothing like a hot towel for a sinus pressure and a solid night sleep for all else that might ail you,” said Swardson. “This isn’t about ‘pampering’



Submitted Photo

Bavia Founder and CEO Rachel Swardson is excited to expand services for customers.

or ‘spa’ – it’s about taking care of someone who is tired, sore and short on time.”

Maternity care and postnatal services available include “Mama Me-Ahhh!,” “Couples We-Treat,” “Feet of Accomplishment” and “Sleepy Head,” with prices ranging from \$64 to \$189.

Bavia’s hospital services are available from 6 to 10 p.m. daily. Office hours are 8 a.m. to 6 p.m. Monday through Friday.

For more information, call the Edina Corporate Office at 952-698-7400, email info@baviahealth.com or visit www.baviahealth.com. To schedule an appointment, call 855-242-2842.

– Compiled by David Katz and Emilie Kastner.

Neighborhood Identification And Naming Survey



Please complete each question in the space provided below. Your responses will be used by the Neighborhood Identification Steering Committee to help identify neighborhood boundaries and names. You can also complete the survey at www.EdinaMN.gov. Responses are due April 30, 2012.

What is your address or block number and street? _____
(For example, if you live at 4761 Terrace Drive, your block number and street would be "47XX Terrace Drive.")

Does your neighborhood have a name? (Check one.)

☐ Yes. What is the name? _____

☐ No or Unsure. What should the name be? _____

How would you describe the boundaries of your neighborhood? (List street names or other boundary.)

North: _____

South: _____

East: _____

West: _____

Are there any neighborhood groups that should be made aware of our efforts? Please provide the name of the group and contact information. _____

What do you consider to be the central gathering place for your neighborhood? _____

If you are interested in learning more about opportunities to participate in the neighborhood identification and naming process for your area, share your contact information below. (Optional.)

Name: _____

Email Address (preferred): _____

Phone: _____

Return the survey by April 30 to: Neighborhood Committee, City of Edina, 4801 W. 50th St., Edina, MN 55424 or complete online at www.EdinaMN.gov.

Committee Begins Work To Identify And Name Neighborhoods

Photo by Michael Braun



Hope Melton is chair of the Neighborhood Identification Steering Committee, working to identify and name Edina's neighborhoods.

Jennifer Janovy, Hope Melton, Bob Miller, Bob Moore, Bob Pacieznik, Paula Harter and Gene Persha to a Neighborhood Identification Steering Committee late last year.

The committee, led by Melton, will work with residents in each quadrant of the City to identify neighborhood boundaries and names. A resident survey is the first step in that process. The survey can be found on the preceding page in this issue of *About Town* or completed online at www.EdinaMN.gov.

"Edina residents have a wealth of knowledge about this community," said Melton. "We thought asking residents about where they live, what they call their neighborhood and whether they are aware of any existing neighborhood organizations would be a great place to start."

This summer and fall, residents will have the opportunity to attend at least one meeting in their quadrant or

Twelve residents are leading the way to create an even stronger sense of community in Edina.

The City Council appointed Dick Brozik, Bruce Carlson, Bright Dornblaser, Laura Ericksen, Rob Erickson,

neighborhood to discuss neighborhood names and boundaries. "Our goal is to reach out to and hear from as many residents as possible and involve people each step of the way," Melton said.

Once neighborhood names and boundaries have been defined, the committee will make a recommendation to the City Council.

Identifying neighborhood names and boundaries is the first step of a greater City initiative to foster and support neighborhood associations to:

- Enhance and preserve a strong sense community;
- Assist neighbors in pursuing projects of common interest;
- Promote effective communication between residents, businesses and local government;
- Increase awareness of decisions that impact neighborhoods; and
- Provide a greater sense of security as neighbors get to know each other.

When the initiative is complete, all Edina residents will have the opportunity to voluntarily form and join a neighborhood association recognized by the City.

A similar neighborhood program has existed successfully in St. Louis Park for several years.

For more information, contact Assistant City Manager Karen Kurt, 952-826-0415 or kkurt@EdinaMN.gov.

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